

UK SBS Paid Social
Creative Refresh
Round 5 - 26 Sept



AMEX

In Today's Meeting

What You'll See

- Revised:
 - Platinum Welcome Bonus Lifestyle
 - Platinum Card Art
 - Gold Welcome Bonus
 - Multi Card Lifestyle
- NEW: Copy + template applied to:
 - All Card Art
 - Gold Quarterly Bonus Lifestyle
 - Platinum Lounge Bonus Lifestyle
- Timing + Next Steps

What We Need From You

- Approval on assets to move into iMH review

Asset Summary – Visual Checklist

Visuals to be used across Lead Gen and DE2E audiences

GOLD

Welcome Bonus

Welcome Bonus: 20,000 MR when you spend £3k in first 3 months

- ☐ Lifestyle Static ☒
- ☐ Lifestyle Video ☒
- ☐ Card Art Static ☒
- ☐ Card Art Video ☒

Quarterly Bonus

MR Quarterly Bonus: Earn 50% more points on top of the ones you've already earned when you spend £20,000 per quarter

- ☐ Lifestyle Static ☒
- ☐ Lifestyle Video ☒
- ☐ Card Art Static ☒
- ☐ Card Art Video ☒

PLATINUM

Welcome Bonus

Welcome Bonus: 50,000 MR when you spend £6k in first 3 months

- ☐ Lifestyle Static ☒
- ☐ Lifestyle Video ☒
- ☐ Card Art Static ☒
- ☐ Card Art Video ☒

Lounge Access

Access over 1,400+ lounges globally

- ☐ Lifestyle Static ☒
- ☐ Lifestyle Video ☒
- ☐ Card Art Static ☒
- ☐ Card Art Video ☒

MULTI CARD

GOLD, PLAT, BA

Discover our range of Business Cards. Find the right card to meet your business needs.

- ☐ Lifestyle Static ☒
- ☐ Lifestyle Video ☒
- ☐ Card Art Static ☒
- ☐ Card Art Video ☒

Revisions

Messaging:

- Only use “Work as hard as you do” for Gold Card
- Pivot Platinum messaging to focus on travel to highlight benefit that comes with higher fee
- Pivot Multi Card language to focus on finding the right card for your business

Visuals:

- Updated photography
- Included business callout in all static assets (“For your business”)
- Added blue box across all final frames

Legal / T&Cs:

- Removed “New cardmember offer only”
- Add annual fees:
 - Gold: ‘Annual fee £195 (£0 in first year)’
 - Platinum: ‘Annual fee £650’
 - Multi-Card: ‘Annual fees apply’
- Increased size of APR (107.8%) in Multi Card

CREATIVE

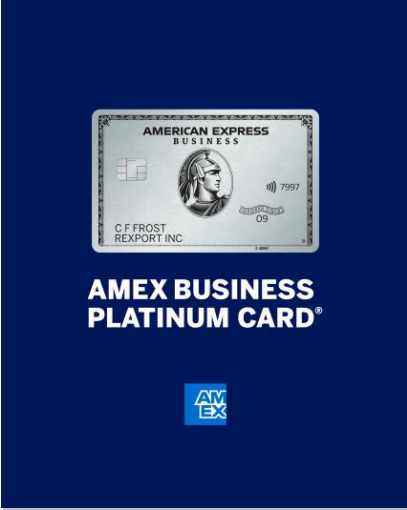
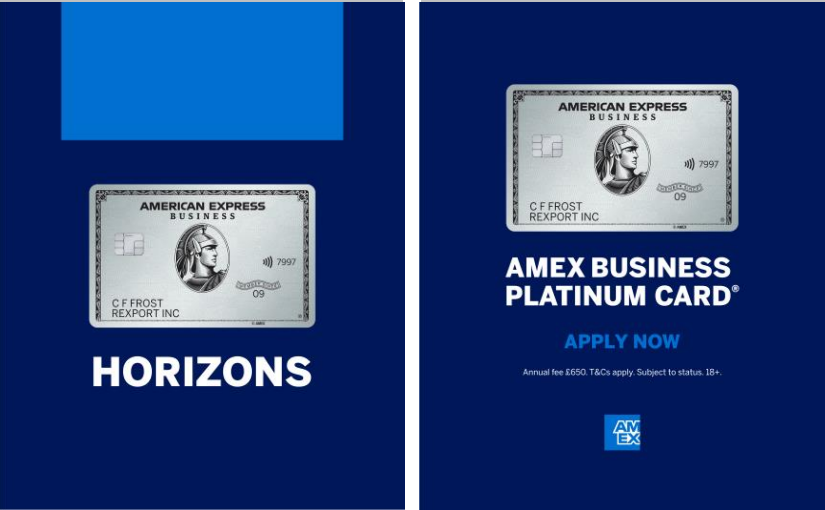
PLATINUM

WELCOME BONUS | CARD ART

Card Art - Video Asset | Storyboard

ALT Super: BOOK BUSINESS TRAVEL WITH BENEFITS FROM TAKEOFF TO CHECK-IN

- Updates Made:
- Travel-focused language
 - Annual fee
 - Blue Box in end frame

Intro	Full Offer	Emotional Benefit	Transition	Outro	
					
Open on the Amex Platinum Business card + Blue Box Logo. Super: AMEX BUSINESS PLATINUM CARD	"Amex Business Platinum Card" rotates to reveal "Welcome Bonus Points." "50,000" slides in from right as legal copy slides in from left. Super: 50,000 WELCOME BONUS POINTS WHEN YOU SPEND £6K ON ELIGIBLE PURCHASES IN THE FIRST 3 MONTHS.	Amex card slides in from frame right. Super: EXPLORE	The light blue slides down to reveal "Bright New." Super: BRIGHT NEW	The light blue slides up to the top of the screen, wiping away the copy to reveal "Horizons" Super: HORIZONS	The platinum card slides up slightly as the CTA reveals, returning to its original position. Super: AMEX BUSINESS PLATINUM CARD APPLY NOW Annual fee £650. T&Cs apply. Subject to status. 18+.

Card Art - Static Asset

Updates Made:

- Travel-focused language
- Annual fee
- Clearer business callout



Expanded View

Card Art | Post Copy

FACEBOOK COPY:

Headline: (27) Explore bright new horizons

Caption: (93) Turn your business expenses into rewards with the American Express® Business Platinum Card®.

LINK DESCRIPTION:

(18) EARN 50,000 POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (93) Turn your business expenses into rewards with the American Express® Business Platinum Card®.

LINK DESCRIPTION:

(18) EARN 50,000 POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

PLATINUM

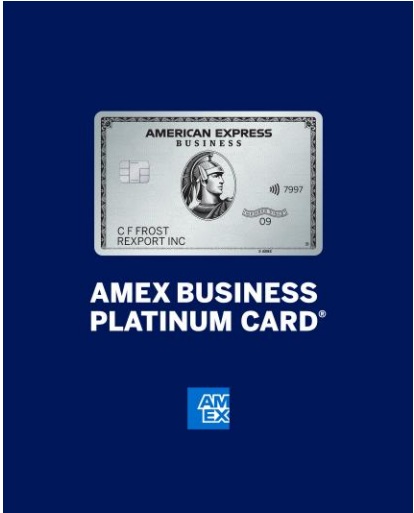
WELCOME BONUS | LIFESTYLE

Lifestyle - Video Asset | Storyboard

ALT Super: BOOK BUSINESS TRAVEL WITH MORE BENEFITS

- Updates Made:
- Travel-focused language
 - Photography update
 - Annual fee
 - Blue Box in end frame

Intro



Open on the Amex Platinum Business card + Blue Box Logo.

Super:
AMEX BUSINESS PLATINUM CARD

Full Offer



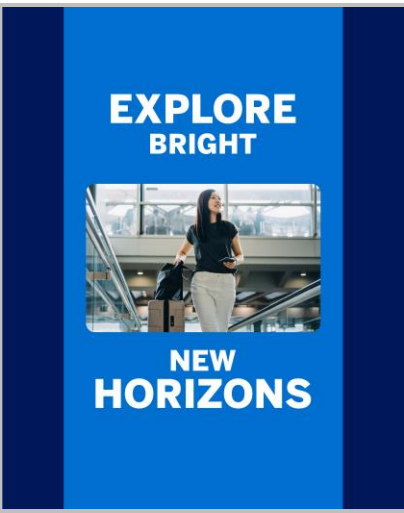
"Amex Business Platinum Card" rotates to reveal "Welcome Bonus Points."
"50,000" slides in from right as legal copy slides in from left.

Super:
50,000 WELCOME BONUS POINTS WHEN YOU SPEND £6K ON ELIGIBLE PURCHASES IN THE FIRST 3 MONTHS.

Emotional Benefit

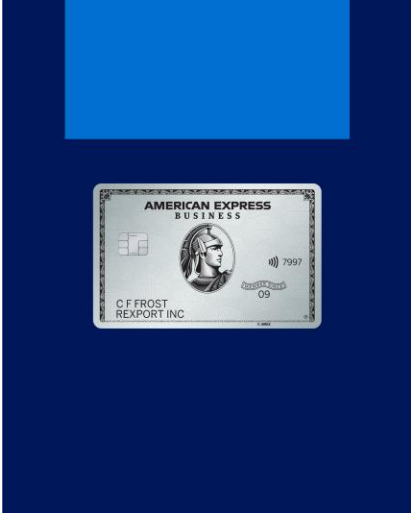


An image of a woman walking through the airport slides in from frame right, filling the screen. As it pans right, it quickly shrinks down to be the size of an Amex card and is repositioned in the center of a light blue bar.



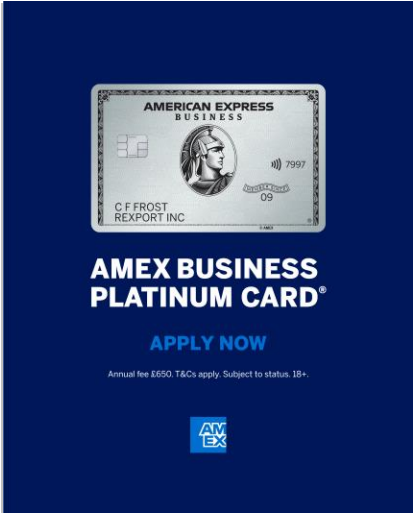
Super:
EXPLORE BRIGHT NEW HORIZONS

Transition



The light blue slides up to the top of the screen, wiping away the copy as the image flips to reveal the platinum card again.

Outro



The Platinum Card slides up slightly as the CTA reveals, returning to its original position.

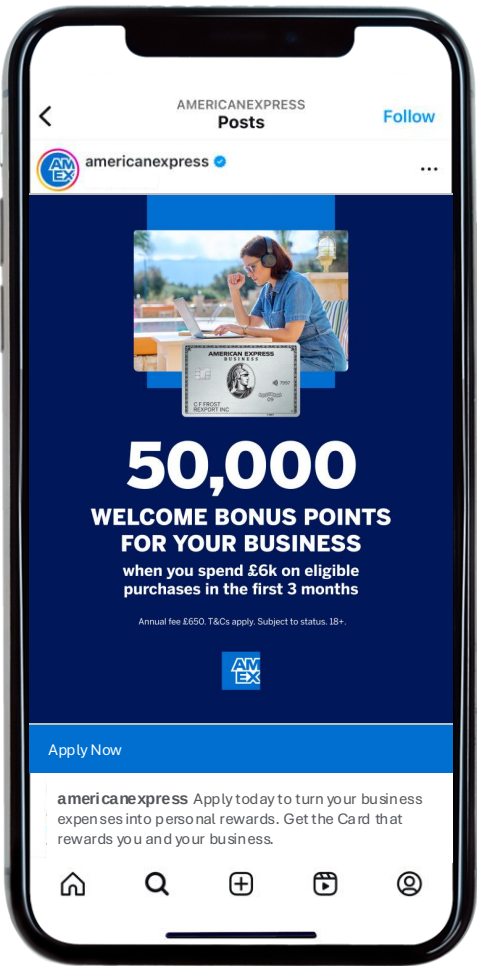
Super:
AMEX BUSINESS PLATINUM CARD

APPLY NOW

Annual fee £650. T&Cs apply. Subject to status. 18+.

Lifestyle - Static Asset

- Updates Made:
- Travel-focused language
 - Photography update
 - Annual fee
 - Clearer business callout



Expanded View

Lifestyle | Post Copy

FACEBOOK COPY:

Headline: (27) Explore bright new horizons

Caption: (115) Apply today to turn your business expenses into personal rewards. Get the Card that rewards you and your business.

LINK DESCRIPTION:

(18) EARN 50,000 POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (115) Apply today to turn your business expenses into personal rewards. Get the Card that rewards you and your business.

LINK DESCRIPTION:

(18) EARN 50,000 POINTS

Lead Gen CTA: Sign Up

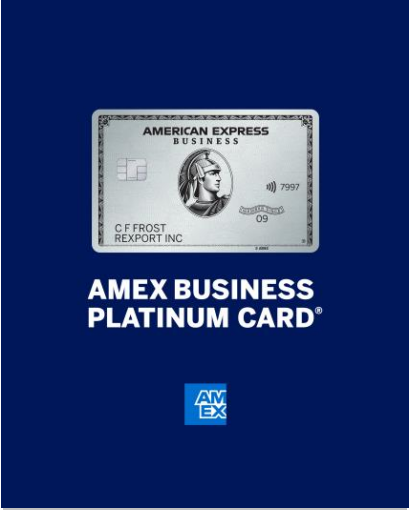
DE2E CTA: Apply Now

PLATINUM

LOUNGE ACCESS | LIFESTYLE

Lifestyle - Video Asset | Storyboard

Intro



Open on the Amex Platinum Business card + Blue Box Logo.

Super:
AMEX BUSINESS PLATINUM CARD

Full Offer



"Amex Business Platinum Card" rotates to reveal "1,400+" "Access Over" slides in from right as "Airport Lounges" slides in from left. Then "Worldwide" slides in from bottom.

Super:
ACCESS OVER 1,400 AIRPORT LOUNGES WORLDWIDE

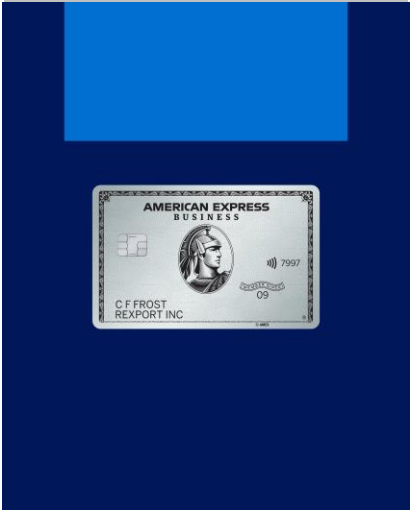
Emotional Benefit



An image of a man on his phone at an airport lounge slides in from frame right, filling the screen. As it pans right, it quickly shrinks down to be the size of an Amex card and is repositioned in the center of a light blue bar.

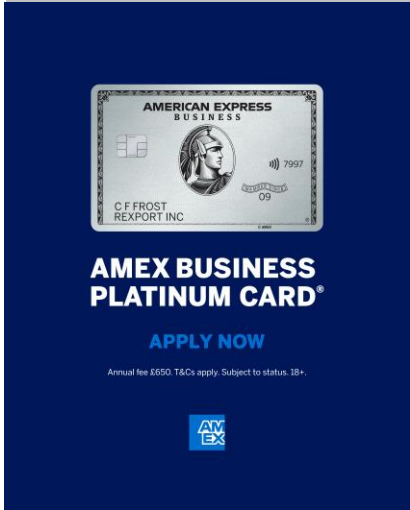
Super:
RELAX AND RECHARGE IN OVER 650 CITIES

Transition



The light blue slides up to the top of the screen, wiping away the copy as the image flips to reveal the platinum card again.

Outro



The platinum card slides up slightly as the CTA reveals, returning to its original position.

Super:
AMEX BUSINESS PLATINUM CARD

APPLY NOW

Annual fee £650. T&Cs apply. Subject to status. 18+.

Lifestyle - Static Asset



Expanded View

Lifestyle | Post Copy

FACEBOOK COPY:

Headline: (27) Explore bright new horizons

Caption: (97) Turn your business expenses into travel rewards with the American Express Business Platinum Card.

LINK DESCRIPTION:

(29) ACCESS 1,400+ AIRPORT LOUNGES

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (97) Turn your business expenses into travel rewards with the American Express Business Platinum Card*.

LINK DESCRIPTION:

ACCESS 1,400+ AIRPORT LOUNGES WORLDWIDE

Lead Gen CTA: Sign Up

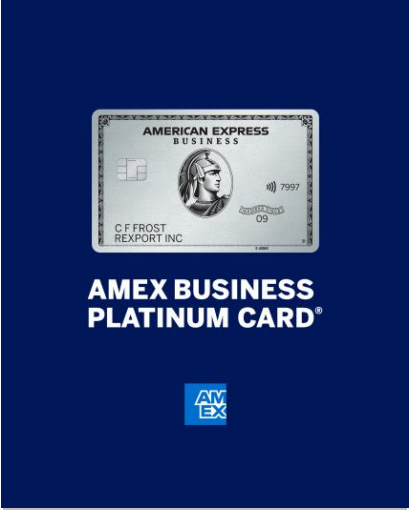
DE2E CTA: Apply Now

PLATINUM

LOUNGE ACCESS | CARD ART

Card Art - Video Asset | Storyboard

Intro



Open on the Amex Platinum Business Card + Blue Box Logo.

Super:
AMEX BUSINESS PLATINUM CARD

Full Offer



"Amex Business Platinum Card" rotates to reveal "1,400+" "Access Over" slides in from right as "Airport Lounges" slides in from left. Then "Worldwide" slides in from bottom.

Super:
ACCESS OVER 1,400 AIRPORT LOUNGES WORLDWIDE

Emotional Benefit



Amex card slides in from frame right.

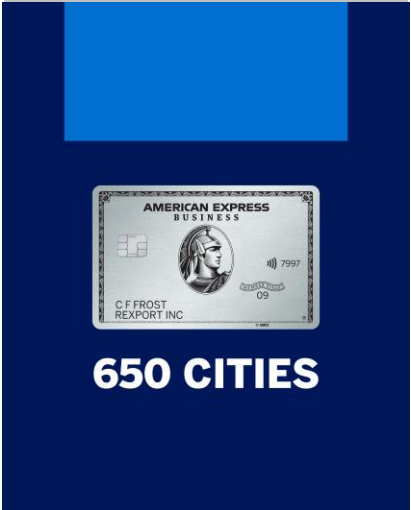
Super:
RELAX AND



The light blue slides down to reveal "Recharge In Over."

Super:
RECHARGE IN OVER

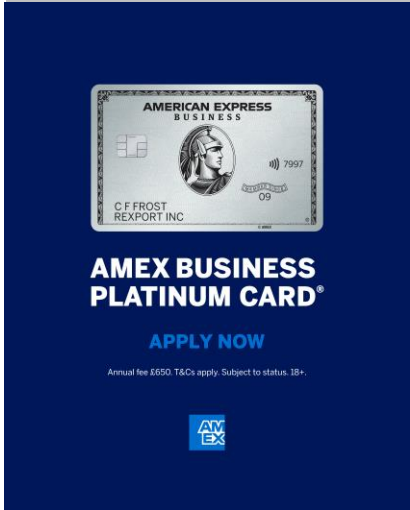
Transition



The light blue slides up to the top of the screen, wiping away the copy to reveal "650+ Cities"

Super:
650 CITIES

Outro



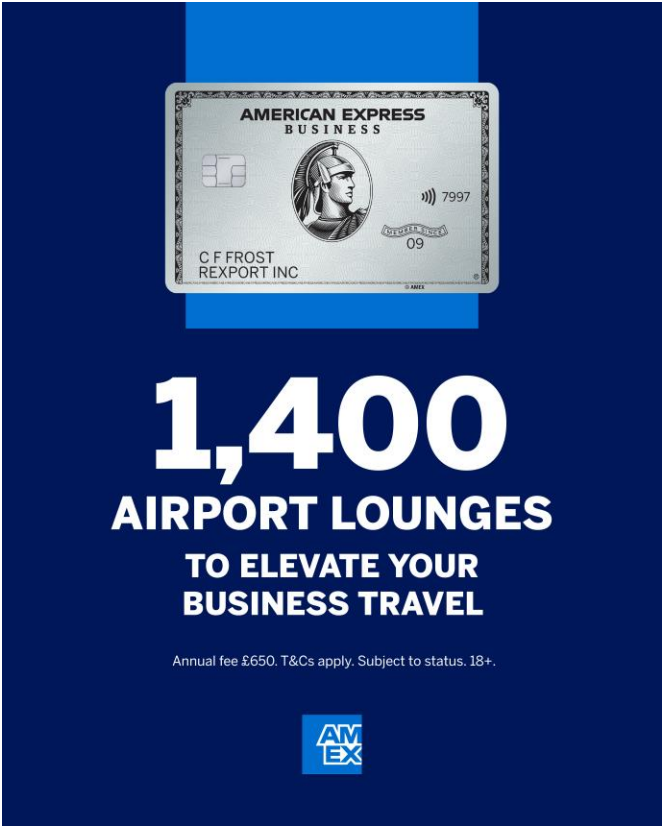
The Platinum Card slides up slightly as the CTA reveals, returning to its original position.

Super:
AMEX BUSINESS PLATINUM CARD

APPLY NOW

Annual fee £650. T&Cs apply. Subject to status. 18+.

Card Art - Static Asset



Expanded View

Card Art | Post Copy

FACEBOOK COPY:

Headline: (27) Explore bright new horizons

Caption: (97) Turn your business expenses into travel rewards with the American Express Business Platinum Card.

LINK DESCRIPTION:

(29) ACCESS 1,400+ AIRPORT LOUNGES

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (97) Turn your business expenses into travel rewards with the American Express Business Platinum Card.

LINK DESCRIPTION:

(29) ACCESS 1,400+ AIRPORT LOUNGES

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

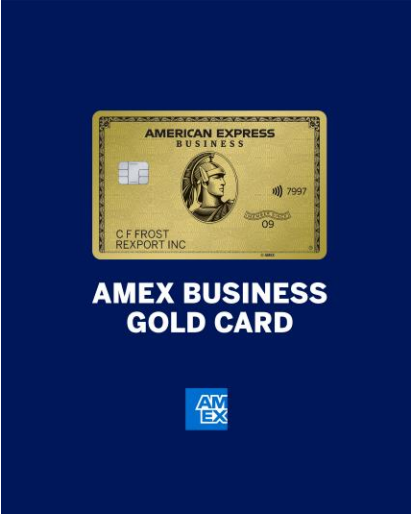
GOLD

WELCOME BONUS | LIFESTYLE

Lifestyle - Video Asset | Storyboard

- Updates Made:
- Photography update
 - Annual fee
 - Blue Box in end frame

Intro



Open on the Amex Gold Business card + Blue Box Logo.

Super:
AMEX BUSINESS GOLD CARD

Full Offer



"American Express Business Gold Card" rotates to reveal "Welcome Bonus Points." "20,000" slides in from right as legal copy slides in from left.

Super:
20,000 WELCOME BONUS POINTS WHEN YOU SPEND £3K ON ELIGIBLE PURCHASES IN THE FIRST 3 MONTHS.

Emotional Benefit

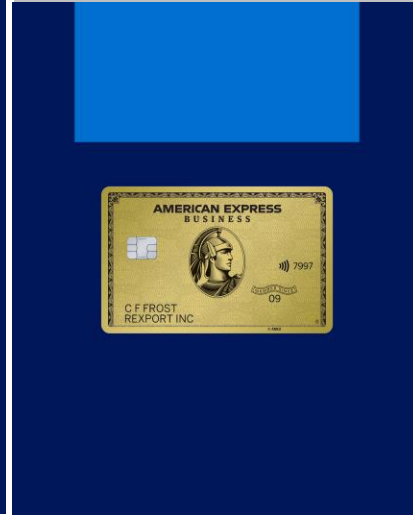


An image of a business owner on their laptop slides in from frame right, filling the screen. As it pans right, it quickly shrinks down to be the size of an Amex card and is repositioned in the center of a light blue bar.



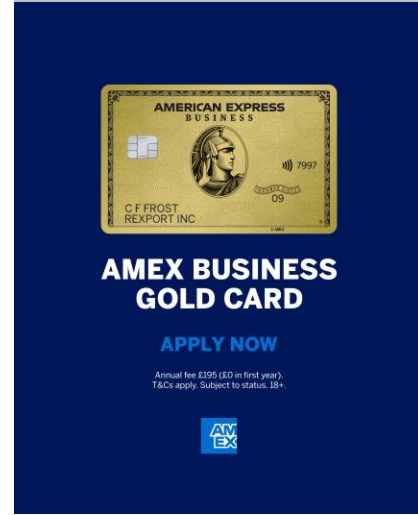
Super:
REWARD YOURSELF WITH EVERY BUSINESS EXPENSE

Transition



The light blue slides up to the top of the screen, wiping away the copy as the image flips to reveal the Gold Card again.

Outro



The Gold Card slides up slightly as the CTA reveals, returning to its original position.

Super:
AMEX BUSINESS GOLD CARD

APPLY NOW

Annual fee £195 (£0 in first year). T&Cs apply. Subject to status. 18+.

Lifestyle - Static Asset



Expanded View

Lifestyle | Post Copy

FACEBOOK COPY:

Headline: (37) The Card that works as hard as you do

Caption: (120) Apply today to start earning points for eligible business expenses. You work hard – get a that Card rewards you for it.

LINK DESCRIPTION:

(20) EARN 20,000 POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (120) Apply today to start earning points for eligible business expenses. You work hard – get a that Card rewards you for it.

Earn points for eligible business expenses. You work hard – the American Express® Business Gold Card rewards you for it.

LINK DESCRIPTION:

(20) EARN 20,000 POINTS

Lead Gen CTA: Sign Up

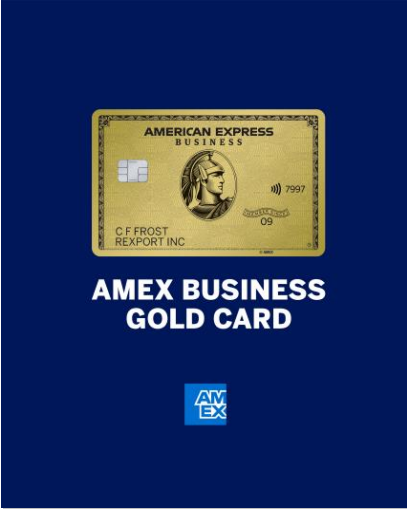
DE2E CTA: Apply Now

GOLD

WELCOME BONUS | CARD ART

Card Art - Video Asset | Storyboard

Intro



Open on the Amex Gold Business card + Blue Box Logo.

Super:
AMEX BUSINESS GOLD CARD

Full Offer



"Amex Business Gold Card" rotates to reveal "Welcome Bonus Points."
"20,000" slides in from right as legal copy slides in from left.

Super:
20,000 WELCOME BONUS POINTS WHEN YOU SPEND £6K ON ELIGIBLE PURCHASES IN THE FIRST 3 MONTHS

Emotional Benefit



Amex card slides in from frame right.

Super:
REWARD YOURSELF



The light blue slides down to reveal "With Every Business"

Super:
WITH EVERY BUSINESS

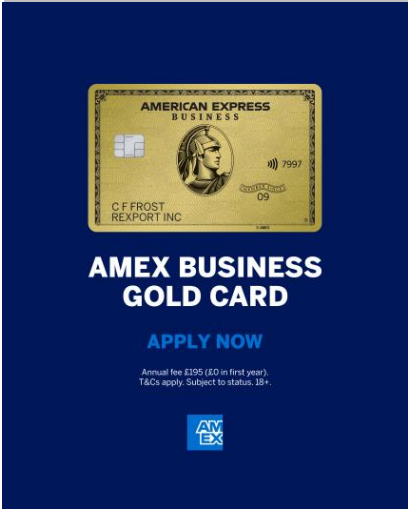
Transition



The light blue slides up to the top of the screen, wiping away the copy to reveal "Expense."

Super:
EXPENSE

Outro



The Gold card slides up slightly as the CTA reveals, returning to its original position.

Super:
AMEX BUSINESS GOLD CARD

APPLY NOW

Annual fee £195 (£0 in first year). T&Cs apply. Subject to status. 18+.

Card Art - Static Asset



Expanded View

Card Art | Post Copy

FACEBOOK COPY:

Headline: (37) The Card that works as hard as you do

Caption: (120) Apply today to start earning points for eligible business expenses. You work hard – get a that Card rewards you for it.

LINK DESCRIPTION:

(20) EARN 20,000 POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (120) Apply today to start earning points for eligible business expenses. You work hard – get a that Card rewards you for it.

LINK DESCRIPTION:

(20) EARN 20,000 POINTS

Lead Gen CTA: Sign Up

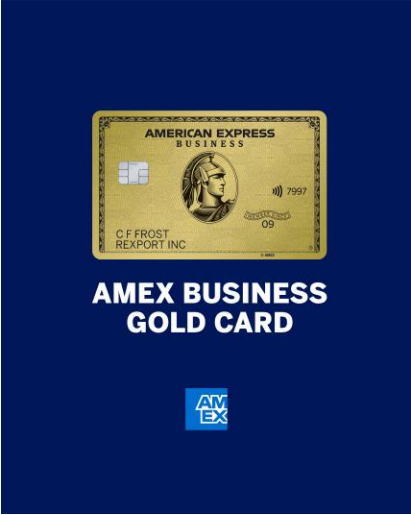
DE2E CTA: Apply Now

GOLD

QUARTERLY BONUS | LIFESTYLE

Lifestyle - Video Asset | Storyboard

Intro



Open on the Amex Gold Business card + Blue Box Logo.

Super:
AMEX BUSINESS GOLD CARD

Full Offer



"American Express Business Gold Card" rotates to reveal "More Points For Your Business." "Earn 50%" slides in from right as "When You Spend 20,000 per quarter" slides in from left.

Super:
**EARN 50% MORE POINTS
WHEN YOU SPEND £20k PER
QUARTER**

Emotional Benefit



An image of a business owner developing a marketing plan slides in from frame right, filling the screen. As it pans right, it quickly shrinks down to the size of an Amex card and is repositioned in the center of a light blue bar.

Super:
**GET THE CARD
THAT WORKS AS HARD**

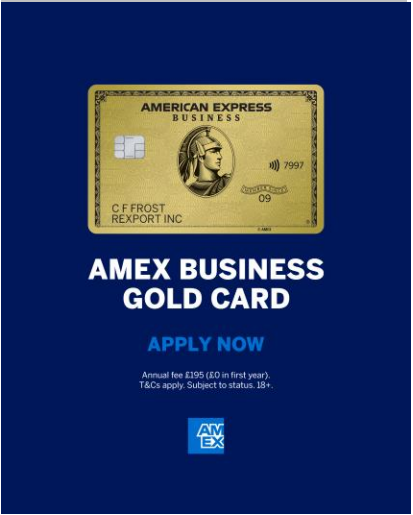
Transition



The light blue slides up to the top of the screen, wiping away the copy as the image flips to reveal the Gold Card again.

Super:
AS YOU DO

Outro



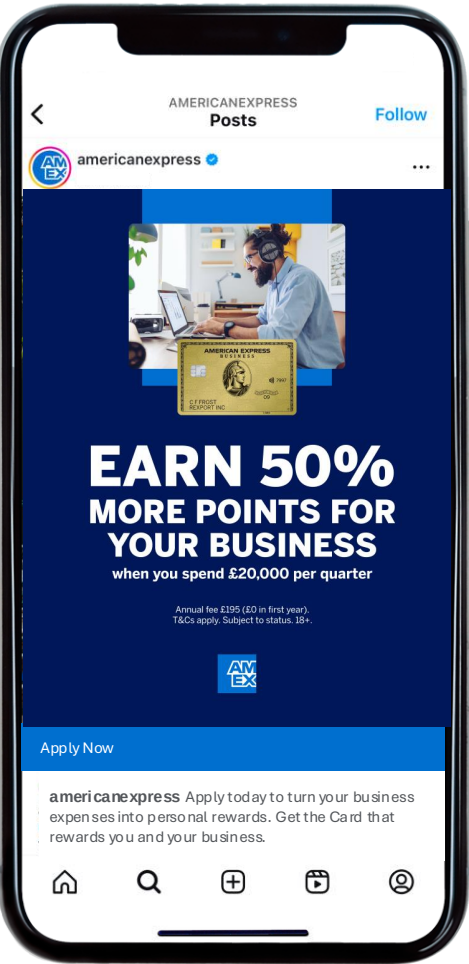
The Gold Card slides up slightly as the CTA reveals, returning to its original position.

Super:
AMEX BUSINESS GOLD CARD

APPLY NOW

Annual fee £195 (£0 in first year). T&Cs apply. Subject to status. 18+.

Lifestyle - Static Asset



Expanded View

Lifestyle | Post Copy

FACEBOOK COPY:

Headline: (37) The Card that works as hard as you do

Caption: (115) Apply today to start earning points for eligible business expenses. You work hard – get a Card that rewards you for it.

LINK DESCRIPTION:

(20) EARN 50% MORE POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (115) Apply today to start earning points for eligible business expenses. You work hard – get a Card that rewards you for it.

LINK DESCRIPTION:

(20) EARN 50% MORE POINTS

Lead Gen CTA: Sign Up

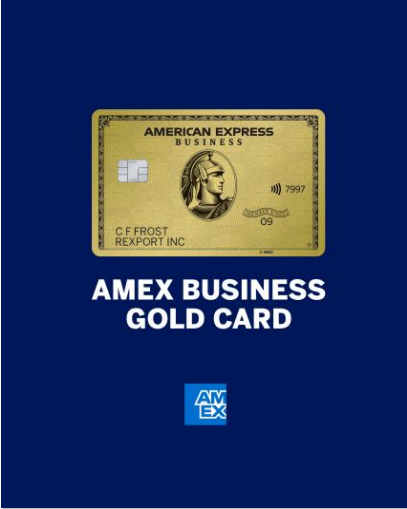
DE2E CTA: Apply Now

GOLD

QUARTERLY BONUS | CARD ART

Card Art - Video Asset | Storyboard

Intro



Open on the Amex Gold Business card + Blue Box Logo.

Super:
AMEX BUSINESS GOLD CARD

Full Offer



"American Express Business Gold Card" rotates to reveal "More Points For Your Business." "Earn 50%" slides in from right as "When You Spend 20,000 per quarter" slides in from left.

Super:
**EARN 50% MORE POINTS
WHEN YOU SPEND £20k PER
QUARTER**

Emotional Benefit



Amex card slides in from frame right.

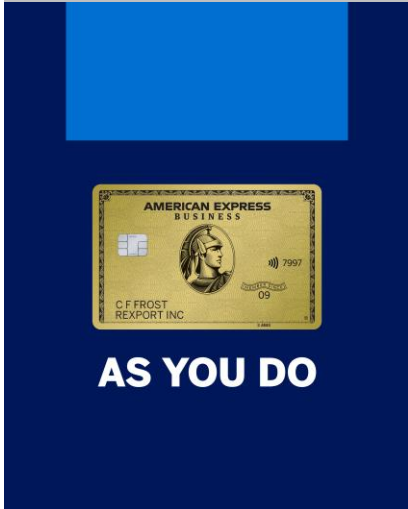
Super:
GET THE CARD



The light blue slides down to reveal "That Works As Hard"

Super:
THAT WORKS AS HARD

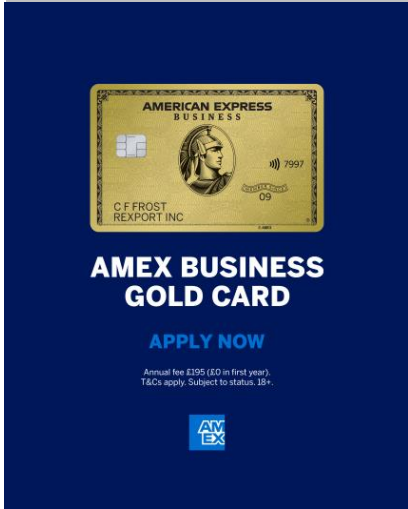
Transition



The light blue slides up to the top of the screen, wiping away the copy to reveal "As You Do."

Super: AS YOU DO

Outro



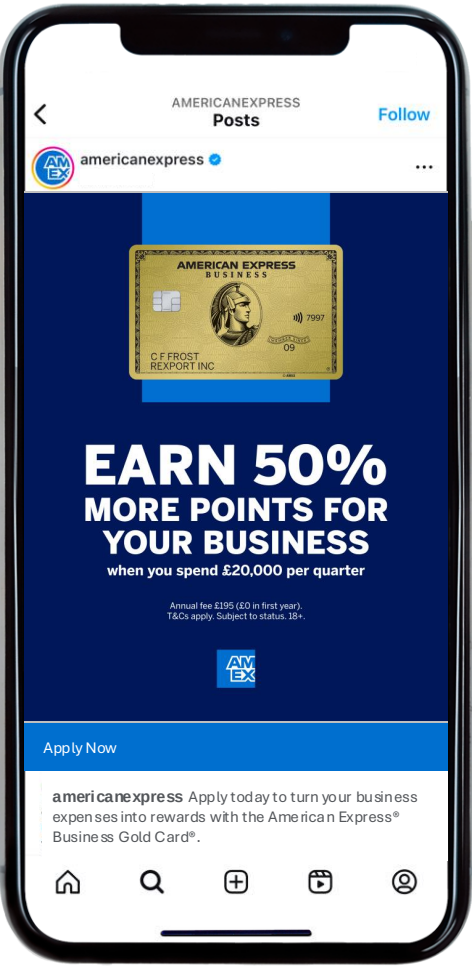
The gold card slides up slightly as the CTA reveals, returning to its original position.

Super:
AMEX BUSINESS GOLD CARD

APPLY NOW

Annual fee £195 (£0 in first year). T&Cs apply. Subject to status. 18+.

Card Art - Static Asset



Expanded View

Card Art | Post Copy

FACEBOOK COPY:

Headline: (37) The Card that works as hard as you do

Caption: (115) Apply today to start earning points for eligible business expenses. You work hard – get a that Card rewards you for it.

LINK DESCRIPTION:

(20) EARN 50% MORE POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (115) Apply today to start earning points for eligible business expenses. You work hard – get a that Card rewards you for it.

LINK DESCRIPTION:

(20) EARN 50% MORE POINTS

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

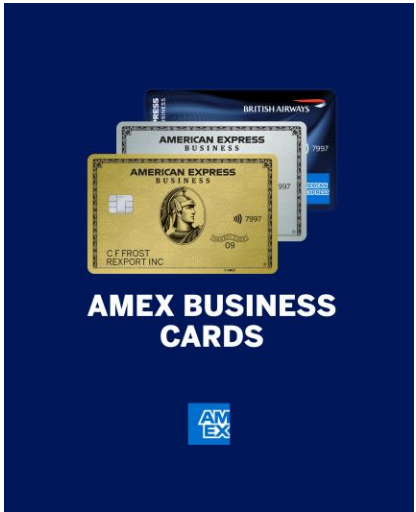
MULTI-CARD

LIFESTYLE

Lifestyle - Video Asset | Storyboard

- Updates Made:
- Photography update
 - Card order update
 - Language update
 - Annual fee + APR size increase
 - Blue Box in end frame

Intro



Open on the Amex Business cards + Blue Box Logo.

Super:
AMEX BUSINESS CARDS

Offer



"American Express Business Cards" rotates to reveal "Find The Perfect Card" "For Your Business" slides up from bottom.

Super:
GET THE PERFECT CARD FOR YOUR BUSINESS

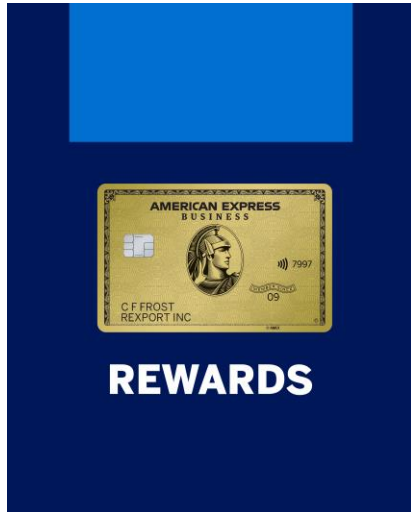
Emotional Benefit



An image of four co-workers discussing a marketing plan comes in from frame right, filling the screen. As it pans right, it quickly shrinks down to the size of an Amex card and is repositioned in the center of a light blue bar.

Super:
EXPLORE CARDS THAT TURN EXPENSES INTO

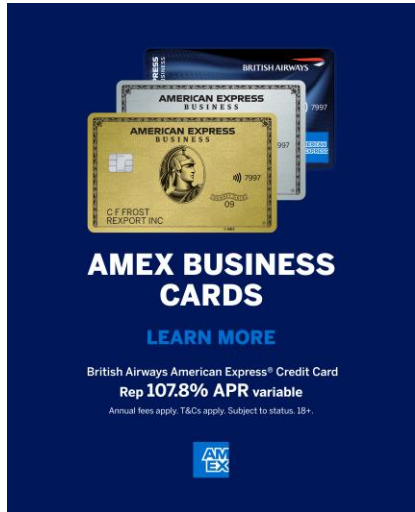
Transition



The light blue slides up to the top of the screen, wiping away the copy as the image flips to reveal the Gold card again.

Super:
REWARDS

Outro



The gold card slides up slightly as the CTA reveals, with the Platinum and British Airways card revealing at an angle.

Super:
AMEX BUSINESS CARDS

LEARN MORE

BRITISH AIRWAYS AMERICAN EXPRESS CREDIT CARD REP 107.8% APR VARIABLE.

Annual fees apply. T&Cs apply. Subject to status. 18+.

Lifestyle - Static Asset

- Updates Made:
- Photography update
 - Card order update
 - Language update
 - Clearer business callout
 - Annual fee + APR size increase



Expanded View

Lifestyle | Post Copy

FACEBOOK COPY:

Headline: (26) Turn expenses into rewards

Caption: (99) Apply today to start earning rewards for business expenses with an American Express Business Card.

LINK DESCRIPTION:

(13) Get your card.

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (90) Apply today to start earning rewards for business expenses with an American Express Business Card.

LINK DESCRIPTION:

(13) Get your card.

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

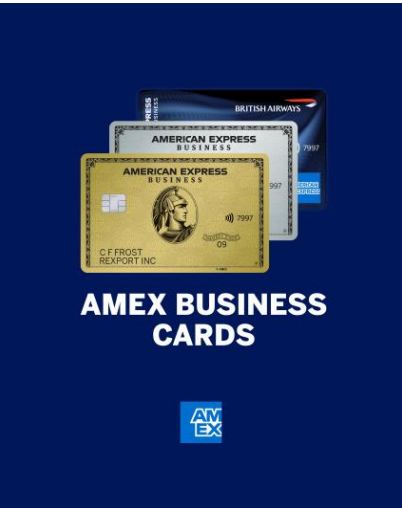
MULTI-CARD

CARD ART

Card Art - Video Asset | Storyboard

- Updates Made:
- Card order update
 - Language update
 - Annual fee + APR size increase

Intro



Open on the Amex Business cards stack + Blue Box Logo.

Super:
AMEX BUSINESS CARDS

Full Offer



"American Express Business Cards" rotates to reveal "Get The Perfect Card" "For Your Business" slides up from bottom.

Super:
GET THE PERFECT CARD FOR YOUR BUSINESS

Emotional Benefit



The Gold, Platinum and British Airways Amex cards slides in from frame right.

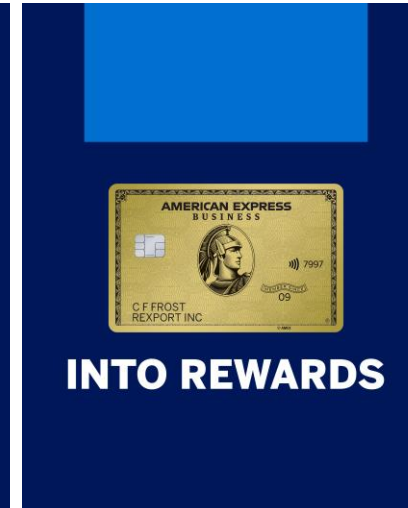
Super:
EXPLORE CARDS



After the cards slide in, they end on the British Airways card. The light blue slides down to reveal "That Turn Expenses"

Super:
THAT TURN EXPENSES

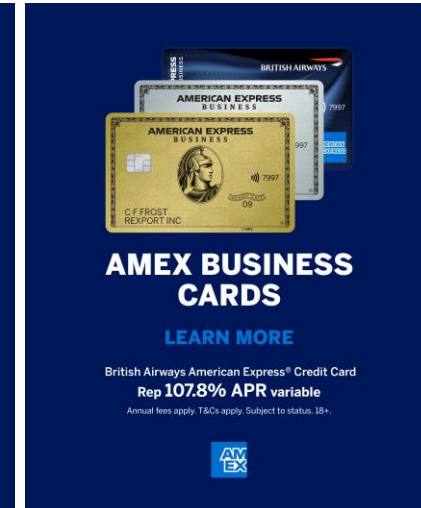
Transition



The light blue slides up to the top of the screen, wiping away the copy to reveal "Into Rewards". The British Airways card flips to the Gold card.

Super:
INTO REWARDS

Outro



The gold card slides up slightly as the CTA reveals, with the Platinum and British Airways card revealing at an angle.

Super:
AMEX BUSINESS CARDS

LEARN MORE

Annual fees apply. T&Cs apply. Subject to status. 18+.

Card Art - Static Asset

- Updates Made:
- Card order update
 - Language update
 - Annual fee + APR size increase



Expanded View

Card Art | Post Copy

FACEBOOK COPY:

Headline: Turn expenses into rewards

Caption: (98) Apply today to start earning rewards for business expenses with an American Express Business Card.

LINK DESCRIPTION:

(13) Get your card.

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

INSTAGRAM COPY:

Caption: (98) Apply today to start earning rewards for business expenses with an American Express Business Card.

LINK DESCRIPTION:

(13) Get your card.

Lead Gen CTA: Sign Up

DE2E CTA: Apply Now

NEXT STEPS

Timing

Round 5 | Creative Dev Full Card Suite: 4:5

- 26 Sept: Marketing Partner Review
- 30 Sept: Final Marketing Partner Feedback Due – *Final tweaks before iMH*
- 3 Oct: Submit to iMH Review
- 24-15 Oct : Receive Final Feedback from iMH & revise 4:5
 - Share 1:1 and 9:16 previews for Platinum Welcome Offer
- 28 Oct: MP Final Review + Approval
- **29 Oct: Package 4:5 Static Assets**

Static | All 1:1 + 9:16

Platinum Welcome Offer 4:

- 4-5 Nov : MP Offline Review / Approval
- 5 Nov: Hand Off 1:1 and 9:16 assets

Animation Exploration

Platinum Welcome Offer 4:5, 9:16, 1:1

- 16 Oct : Marketing Partner Review
- 17 Oct: Feedback
- **24 Oct : Animation Approval**

Animation Batch 1

Welcome Offer Gold / Plat + Multi Card

- 5-6 Nov : MP Offline Review / Approval
- **7 Nov: Hand Off**

Animation Batch 2

Quarterly Bonus Gold + Lounge Offer Plat

- 14 Nov : MP Offline Review / Approval
- **15 Nov: Hand Off**

THANK YOU

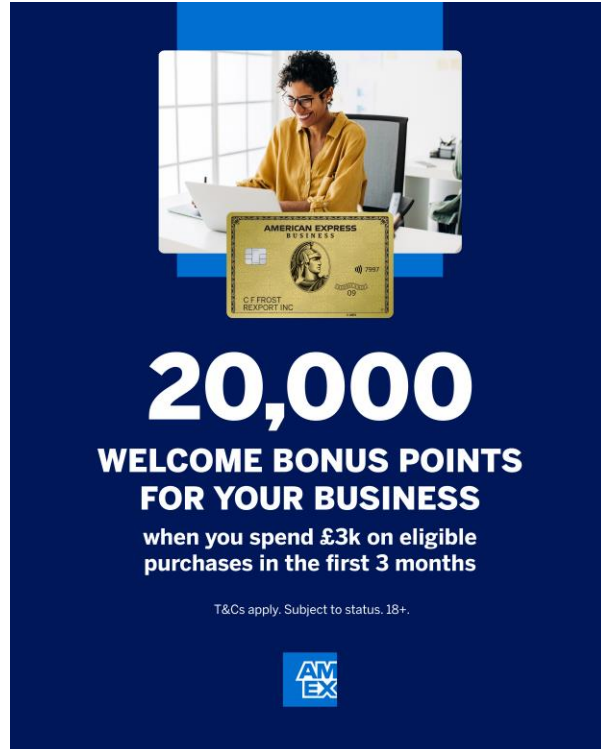


AMEX

APPENDIX

A Note on Disclaimer Text

The creative shown in this deck is not to scale. All legal/disclaimer text should be assumed to be 22px or 16.5px at 2x pixel density (8.25 at 1x).



Gold Card Static Asset

Disclaimer - 22px



Platinum Card Video Asset – End Card

Disclaimer - 22px